

1 of 4

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

5014

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F	5A-6A	NEWS	:30	\$400.00	08/29-08/31	3	1	3	\$1,200.00	
		Buyline Comment: NEWS										
	2	M-TU	5A-6A	NEWS	:30	\$400.00	09/03-09/04	2	1	2	\$800.00	
		Buyline Comment: NEWS										
	3	W	6A-7A	NEWS	:30	\$700.00	08/29-08/29	1	1	1	\$700.00	
		Buyline Comment: NEWS										
	4	M	6A-7A	NEWS	:30	\$700.00	09/03-09/03	1	1	1	\$700.00	
		Buyline Comment: NEWS										
	5	TU	7A-9A	SHOW	:30	\$1,400.00	09/04-09/04	1	1	1	\$1,400.00	
		Buyline Comment: TODAY SHOW										
	6	TH	7A-9A	SHOW	:30	\$1,400.00	08/30-08/30	1	1	1	\$1,400.00	
		Buyline Comment: TODAY SHOW										
	7	W,F	9A-10A	SHOW II	:30	\$500.00	08/29-08/31	2	1	2	\$1,000.00	
		Buyline Comment: TODAY SHOW II										
	8	TU	9A-10A	SHOW II	:30	\$500.00	09/04-09/04	1	1	1	\$500.00	
		Buyline Comment: TODAY SHOW II										
	9	M-TU	10A-11A	SHOW III	:30	\$325.00	09/03-09/04	2	1	2	\$650.00	
		Buyline Comment: TODAY SHOW III										
	10	W-F	10A-11A	SHOW III	:30	\$325.00	08/29-08/31	3	1	3	\$975.00	
		Buyline Comment: TODAY SHOW III										

Rep Order# 6829900 Ver# 1 Mod# 0 Status Confirmed

Traffic Order# 103575
Last Received: 06/26/2012 6:51 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV
Advertiser () HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SVCS
3299 K STREET NW SUITE #200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 08/29/2012 - 09/04/2012
Hiatus Weeks

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	11	TH-F	12P-1230P	NEWS	:30	\$425.00	08/30-08/31	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	12	M-TU	12P-1230P	NEWS	:30	\$425.00	09/03-09/04	2	1	2	\$850.00	
				Buyline Comment: NEWS								
	13	M-TU	5P-630P	NEWS	:30	\$1,000.00	09/03-09/04	4	1	4	\$4,000.00	
				Buyline Comment: NEWS								
	14	W-F	5P-630P	NEWS	:30	\$1,000.00	08/29-08/31	6	1	6	\$6,000.00	
				Buyline Comment: NEWS								
	15	W-F	7P-730P	WHEEL	:30	\$1,000.00	08/29-08/31	3	1	3	\$3,000.00	
				Buyline Comment: WHEEL								
	16	M-TU	7P-730P	WHEEL	:30	\$1,000.00	09/03-09/04	2	1	2	\$2,000.00	
				Buyline Comment: WHEEL								
	17	M-TU	730P-8P	FACE	:30	\$800.00	09/03-09/04	2	1	2	\$1,600.00	
				Buyline Comment: FACE								
	18	W-F	730P-8P	FACE	:30	\$800.00	08/29-08/31	3	1	3	\$2,400.00	
				Buyline Comment: FACE								
	19	TH	11P-1135P	NEWS	:30	\$1,100.00	08/30-08/30	1	1	1	\$1,100.00	
				Buyline Comment: NEWS								
	20	M	11P-1135P	NEWS	:30	\$1,100.00	09/03-09/03	1	1	1	\$1,100.00	
				Buyline Comment: NEWS								
	21	SA-SU	11P-1135P	NEWS	:30	\$1,100.00	09/01-09/02	2	1	2	\$2,200.00	
				Buyline Comment: NEWS								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	SA	6A-7A	NEWS	:30	\$350.00	09/01-09/01	1	1	1	\$350.00	
	Buyline Comment: NEWS											
	23	SA-SU	5P-630P	NEWS	:30	\$650.00	09/01-09/02	2	1	2	\$1,300.00	
	Buyline Comment: NEWS											
	24	SU	7A-8A	SUN TODAY	:30	\$625.00	09/02-09/02	1	1	1	\$625.00	
	Buyline Comment: SUN TODAY											
	25	SU	1130P-12A	SPORTS NIGHT	:30	\$400.00	09/02-09/02	1	1	1	\$400.00	
	Buyline Comment: SPORTS NIGHT											

---REPORT TOTALS---
 Report Totals: 50 / \$37,100.00

---SALES MONTHLY TOTALS---
 Sep 12: 50 / \$37,100.00
 Sales Totals: 50 / \$37,100.00
 Station Totals: 50 / \$37,100.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$161,304	CATV 0%	KBLR 0%	KINC 0%	KLAS 36%	KSNV 23%
		KTNV 18%	KTUD 1%	KVCW 3%	KVMY 4%	KVVU 15%
		XXXX 0%				

---COMPETITIVE COMMENTS---
 NEW ORDER
 EST SHARES

Books JUL12
 Demos RA35+

Rep Order# 6829900 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 103575 Printed: 06/26/2012 4:00 PM 4 of 4
EC'd Yes Last Received: 06/26/2012 6:51 AM
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-- CREDIT RISK --
CASH IN ADVANCE